

# G Who is Greenpeace?



Greenpeace is a movement of people who are passionate about defending the natural world from destruction. Our mission is to make a greener, healthier and more peaceful planet. One that can sustain life for many years to come.

We work hard to make this happen. Read on to find out what makes us unique and how we reach our goal.



## What makes Greenpeace unique?

### We are global

Greenpeace was founded in 1971 by a small group of people who sailed to Amchitka Island, an island off the coast of Alaska. They sailed there to try and stop a US nuclear weapons test from happening because it could damage the environment. Their old fishing boat was called 'The Greenpeace'.



**Today,  
Greenpeace  
is working  
in over 40  
countries  
around the  
world.**

# What else?



## We are independent

Greenpeace doesn't accept funding from any governments, political groups or companies. All our support is from ordinary people like you. This means we can confront governments and companies who are responsible for the destruction of our natural world. We can do what is best for our planet.



## We are people powered

Millions of ordinary people around the world are part of Greenpeace. They are all working together to help achieve our mission and protect our planet. The more people supporting our work, the greater our chance to make positive change.



## We are action-led

We believe that actions speak louder than words. That's how we make change happen. We investigate the causes of environmental destruction and then challenge those who are causing it. We always take action peacefully.



# What do Greenpeace campaign on?

Currently, Greenpeace is campaigning on four issues:

- › **Protecting our oceans**
- › **Protecting our forests**
- › **Stopping climate change**
- › **Ending plastic pollution**

We campaign on the topics which are most important in our world today. That's why the focus of our campaigns will change over time.

Check out our 'Introduction' sheets to find out more about our campaign areas.





# How do campaigns work?

Greenpeace creates positive change in many different ways. It's important we have the correct facts so we know what is happening. That's why...



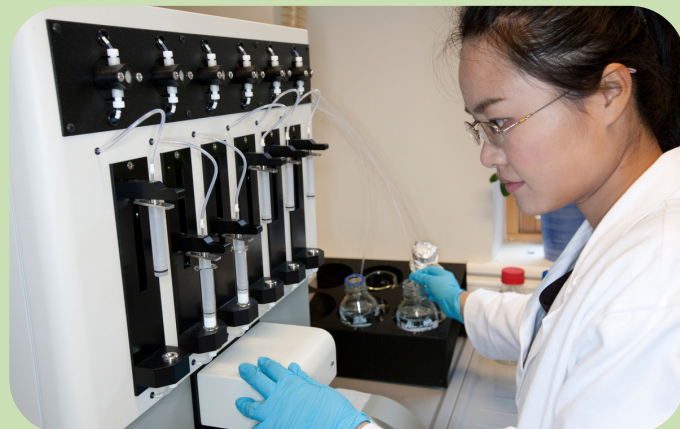
## We investigate

Through careful research, we discover the damage occurring to our natural world and who is responsible. We carry out field work, look at satellite imagery and analyse company information. Since 2015 we have published investigative journalism stories through a team called Uearthed. They reveal environmental destruction that no one else has discovered yet.



## We use science

All of our work is informed by science and research. We use research from scientists all over the world to make sure our campaigns are accurate. We even have our own research laboratory based at the University of Exeter in the UK. Our scientists test lots of different things including water, chemicals and metals. Once we've got our facts...



## We campaign

We decide on an environmental issue that most needs our support. It could be to protect our oceans, to stop deforestation or to halt climate change. Once we've identified the biggest issue, we come up with a plan to create the change we want to see. Usually campaigning involves persuading governments, companies and ordinary people to make changes that protect our planet. We ensure our demands are heard by decision-makers, like politicians and business leaders. We then help them turn our demands into real actions that protect the environment.



## We stop destruction

We don't like seeing our planet destroyed. If trees are being cut down, we will stand in front of them. We will climb oil rigs to stop them drilling. We will stand outside the headquarters of destructive companies so they hear what we are saying. If we can see no other way, we will stand in the way of those who are destroying our planet to save it for future generations.